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Mexico

Post: Monterrey ATO

Successful Trade Lead in Northern Mexico

Report Categories:

Export Accomplishments - Trade Leads

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Report Highlights:

Despite changes in the procedures to process Trade Leads, ATO Monterrey managed to follow up on existing inquiries of U.S. potential suppliers by Mexican importers. One of them, a distributor located in Northeastern Mexico, has just reported their first purchase from an Idaho-based company. Despite the fact that they are beginning a business relationship, the importer is estimating to request additional shipments in the near future, hopefully settling a monthly-based purchasing program.

General Information:**Trade Lead Export Accomplishment**

Starting mid-2012, ATO Monterrey carried out a series of presentations and meetings with several Mexican importers, traders and distributors showcasing the then online Trade Leads interface. Dubbed the “Trade Leads Road Show”, it included a brief description of the system and a demonstration of the web-based platform. After several demonstrations, companies began uploading their Trade Leads using FAS Mexico’s website, which included a specific section for the interface.

In November 2012, a retail/foodservice distributor based in Northeastern Mexico uploaded a Trade Lead requesting Mashed Potatoes/Potato Flakes. After filtering the information per the established Rules of Procedure and allowing time for the distribution of the Trade Lead among the interested parties, on December 28, 2012 ATO Monterrey notified the importer of six interested responses with the contact information of said companies.

The importer chose to contact each respondent directly, requesting samples and quotes from the companies and ran their selection process; by the end of May 2013, they decided to focus on setting up a business relationship with one company and on July 3, 2013, they made a purchase order for a full container, valued at over US\$ 60,000.

According to the importer, depending on the feedback they receive on how the product “moves” in the Mexican market, they intend to make additional purchases, beginning at two additional containers for the rest of 2013, and moving to one container every two months in 2014.

FOR MORE INFORMATION

FAS/Mexico Web Site: We are available at: <http://www.mexico-usda.com> or visit the FAS headquarters' home page at: <http://www.fas.usda.gov> for a complete selection of FAS worldwide agricultural reporting.